WHAT IS CLAIMED IS:

1. A method of demonstrating the cleaning performance of a cleaning pad, said method comprising the steps of:

(a) providing a soil composition comprising fine particulate matter, optional colorant, and optional dispersant; wherein said soil composition has a mean particle size of from about 1 μm to about 1,000 μm;

(b) distributing said soil composition on a demonstration surface; and

(c) wiping said demonstration surface with said cleaning pad.

2. The method of Claim 1 wherein said soil composition is distributed across the demonstration surface at a level of less than about 6 ml of soil composition per square foot of demonstration surface.

3. The method of Claim 1 wherein said method further comprises the step of spreading said soil composition across said surface with a utensil to more evenly cover said surface with said soil composition.

4. The method of Claim 3 wherein said utensil is a spatula.

5. The method of Claim 1 wherein said soil composition is dry and said method further comprises the step of combining said soil composition with an aqueous carrier to form a soil dispersion, wherein said soil dispersion is then distributed across said surface.

6. The method of Claim 5 wherein said soil dispersion comprises from about 20% to about 99.9%, by weight of the soil dispersion, of aqueous carrier comprising water.

7. The method of Claim 1 wherein said method further comprises the step of applying a hard surface cleaning solution to said surface after said soil composition is distributed to said surface and before said cleaning pad is wiped across said surface.

8. The method of Claim 1 wherein said method further comprises the step of attaching said cleaning pad to a cleaning implement before said cleaning pad is wiped across said surface.

9. The method of Claim 8 wherein said cleaning implement comprises a fluid dispenser and said method further comprises the step of applying a hard surface cleaning solution to said surface by spraying said cleaning solution through said fluid dispenser before wiping said cleaning pad across said surface.

10. A soil composition for demonstrating the performance of a cleaning pad, said composition comprising:

(a) fine particulate matter;

(b) optional colorant; and

(c) optional dispersant;

wherein said soil composition has a mean particle size of from about 1 μm to about 1,000 μm.

11. The soil composition of Claim 10 wherein said composition further comprises a colorant selected from the group consisting of graphitic carbons, iron oxide, natural burnt umber, chromium oxide, ultra marine blue, titanium dioxide and any combination thereof.

12. The soil composition of Claim 10 wherein said composition further comprises a dispersant selected from the group consisting of surfactants, ethoxylated polyalkylamines, propoxylated polyalkylamines, carboxylate polymers, nitrogen-based zwitterionic polymers, polyethyleneoxides, polyphosphates, cellulosic polymers, and any combination thereof

13. The soil composition of Claim 10 wherein said composition exhibits a sedimentation line after 5 minutes at greater than about 150 ml, as measured according to the Average Soil Suspension Test Method.

14. The soil composition of Claim 10 wherein said composition has a mean particle size of from about 10 μm to about 600 μm.

15. The soil composition of Claim 14 wherein said composition is comprised of at least about 60% of particles having a particle size of less than about 200 μm.

16. The soil composition of Claim 10 wherein said composition is free of naturally-occurring household soil material.